



Your Profit Dollar... how you can make it roll in faster

Year after year, Philip Morris has been the fastest-growing company in the tobacco industry.

In each of the past four years, Philip Morris brands grew more than the rest of the industry combined.

If your standing order for Philip Morris brands kept pace—if you kept our brands fully in stock all the time—you've shared in that growth. And your profit dollars have rolled in faster.

Cigarette sales are up...and Philip Morris is leading the way. The figures below show the increases in 1973 over 1972.

	Units Millions	Sales Gain Percent	Percent of Total Cigarette
Total industry.....	up 22.87	4.1%	100.00%
Philip Morris USA.....	up 12.33	11.1%	53.9%
Rest of industry combined	10.54	2.4%	46.1%

SOURCE: The Maxwell Year-End Report, January, 1974.
 Courtesy of Maxwell Div. of Wheat, First Securities, Inc.

The Profit Makers come from

PHILIP MORRIS USA



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